



Cybersecurity Today Show Guest Overview



INTRODUCTION

Thank you for offering to guest star on Cybersecurity Today! Cybersecurity Today is a 30-minute TV show that uses a talk show/newscast format to discuss themes, topics, and current events in cybersecurity.

Cybersecurity Today, the winner of the 2024 Cybersecurity Excellence Award for "Best Cybersecurity Podcast," is broadcast on Fairfax Public Access TV (FPA) in the Washington, DC market and is viewable several times each month. Additionally, the show is available via our YouTube channel for viewers outside the Washington, DC market.

STUDIO TECHNOLOGIES

The studio facilities use state-of-the-art equipment. The actual studio is a green screen, and a virtual set is imposed during the taping to facilitate the high-tech look. Below are screenshots of what the actual broadcast looks like once the recording and post-production have occurred.





GUEST PROVIDED CONTENT

We can support videos, graphics, and images from guests. Here are some considerations for guest-provided videos, graphics, and images:

- We need to know what the content is about so that we can ask good questions or be able to tell the editor exactly where to insert them.
- For a half-hour show, you probably will not discuss more than ten pictures.
- Make sure there are no calls to action in the videos, and there should be no pricing in the photos and videos.
- B-roll size, whether stills or video, needs to be at least 1920x1080 pixels.

LOCATION

The show films monthly at Fairfax Public Access (FPA) at 2929-S Eskridge Road, Fairfax, VA 22031 - Phone: (571) 749-1100. Website: <https://www.fcac.org>.

PREPRODUCTION TIPS

The studio provides the following tips and recommendations that we ask our guests to follow:



Clothing:

- Do not wear hats because they cast shadows on your face.
- Do not wear white unless you break it up with something else. For instance, wear a white button-down shirt or blouse, and wear a blazer, suit jacket, or cardigan over it.
- Do not wear bright red as it tends to bleed on camera.
- Do not wear items that have tight patterns like thin stripes and checkers.
- If you are in Studio C, do not wear any shade of green.
- Wear piece clothing (e.g., shirt & pants; blouse & skirt, blazer & dress) as these items are easier to attach microphones to.
- No big jewelry, as it tends to hit microphones.
- No turtlenecks (the best items are collared shirts).
- The studio has a dressing room, so you can bring clothing options if you are unsure of your wardrobe choices.

Teleprompter Tips (if applicable for guests):

- Be sure to read your script aloud to make certain you have not written any tongue twisters for yourself and to see how long your script is.
- Only include items on the teleprompter that should be said while addressing the audience at home and should be looking directly into the camera.

INFORMATION NEEDED FROM GUESTS

The following is needed from each guest:

Guest Details:

Name: _____
Title: _____
Phone: _____
Email: _____
Website: _____

DATE / TIME

Separate communication will be provided to guests for the date and time to arrive at the studio.

QUESTIONS FOR GUEST

Cybersecurity Today staff will send a separate communication to the guest with a list of proposed questions a day or so before the schedule taping.



REMOTE GUESTS

A Zoom connection is available for guests that are out of the market.

Guidance

- Guests should try not to use Wi-Fi (potentially unstable connection).
- Guests should find a room in their home or office on the day of taping that has a door so that they can block out any unnecessary noise.
- Unplug any phones.
- Do not sit in front of a window.
- Do not sit in front of a plain white wall.
- Close all other applications that are running on the computer.
- The email address the link is sent from will be controlc@fcac.org.
- Guests should look directly into their camera the whole time.
- Guests should wear headphones (AirPods work well and look cosmetically pleasing).
- Guests should be ready 15 minutes before their segment so that we can run final checks with them.

We will do a dry run for remote guests to address technical issues a few calendar days before the taping day.

The Zoom link is sent to remote guests generally the day of the show is taped, typically 10-15 minutes before the agreed timeslot with the guest.

SOCIAL MEDIA

Cybersecurity Today has a dedicated website at <http://www.cybersecuritytoday.org/>. Additionally, Twitter, Facebook, and Instagram accounts have been set up at the following:

[twitter.com/@CybersecTodayTV](https://twitter.com/CybersecTodayTV)
facebook.com/CybersecTodayTV
instagram.com/CybersecTodayTV

Photos and the show's video will be uploaded to social media and YouTube after the show has aired on Fairfax Public Access (FPA). The licensing agreement with FPA requires that FPA has the "right to first air," so Cybersecurity Today staff will wait until that broadcast has occurred before uploading the episode and imaging to any internet accounts.



UNDERWRITING

Cybersecurity Today is always looking for companies and individuals to help financially underwrite the costs of producing the show. While the hosts and correspondents are not paid, there are direct costs associated with putting together each episode. As part of the underwriting program, companies and/or individuals are given credit at the show's end for their financial support. Please talk to your Cybersecurity Today POC if you or your company is interested in helping underwrite the program.